

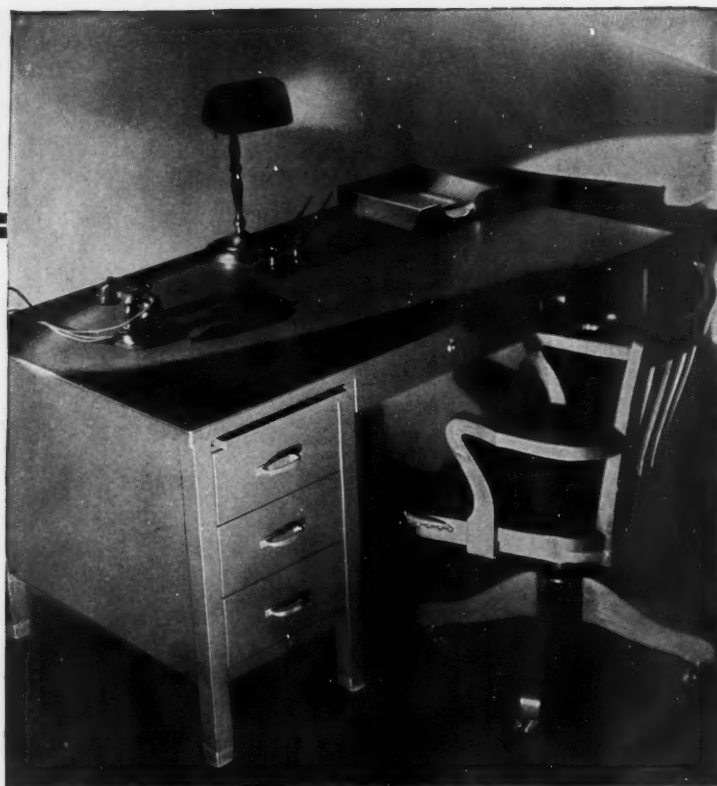
The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

Volume 10, No. 11 NOVEMBER, 1931 Price, 15 Cents



In This Issue: SOLVING THE COTTON PROBLEM ♦ OUR ANSWER
TO HARD TIMES ♦ FIVE NEW SKYSCRAPERS ♦ IN-
DUSTRIAL NEWS ♦ U. S. HIGHWAY 67 ♦ EDITORIALS ♦ LITERARY
PRODUCTION IN DALLAS ♦ STEEL WINDOWS ♦ GRAND OPERA SEASON



STEEL *Efficiency* DESKS

GREAT WORKING EASE and convenience have made "Y and E" Steel Desks famed as true *Efficiency Desks*.

CAREFUL DESIGNING has provided space for unusually large quantities of data, supplies and material. Card records, important papers, working tools are instantly available. Easy-to-operate drawers conserve energy . . . *save time*.

APPROVED BY an interna-

tionally known testing laboratory after the most severe tests ever given any steel desk, "Yand E" Steel Efficiency Desks possess a structural excellence

that gives you lower depreciation, longer life and lasting attractiveness.

"Y AND E" STEEL EFFICIENCY DESKS are available in a wide variety of sizes, colors, and styles to meet your every office need.

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Ideas and Estimates
At No Obligation
To You

STEWART OFFICE SUPPLY CO.

STATIONERS — OFFICE OUTFITTERS

Stewart Building

Phone 7-8585

Commerce at Lane Street

Announcing Our New Location in the REPUBLIC BANK BUILDING

With the completion of the new addition to the Republic Bank Building, we announce our new office locations. Friends and customers will find us convenient to and accessible from any portion of the down-town business area. When you are down town, accept our invitation to



INGE CONSTRUCTION CO., Builders

Come to see us

THE AMIESITE COMPANY

JED C. ADAMS
Attorney at Law

BIBB CONSTRUCTION COMPANY
Pipe Line Contractor

Eustis Myers of
BREWSTER, IVINS & PHILLIPS

EDWARD A. CHISHOLM AND JOHN GIBBONS
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DISTRIBUTORS INVESTMENT COMPANY
GREAT AMERICAN LIFE

UNDERWRITERS FINANCE CORPORATION
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Consulting Engineer

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Electric Engineers & Contractors

SMITH BROS., INC.
Hyman Pearlstone

TRAVELERS INSURANCE COMPANY
(Entire 15th Floor)

UNITED MUTUAL LIFE INSURANCE CO.
OF INDIANAPOLIS

Old Line Legal Reserve

WATERS WAVE SHOP

I. M. WILLIAMS
Attorney at Law

WILLIS & MADDEN
Attorneys at Law

AGENCY SERVICE *

..... consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service.

INTERPRETING to the public the advantages of a product or service is based upon:

[1]

A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.

[2]

An analysis of the present and potential market for which the product or service is adapted:

AS TO Location

The extent of possible sale

Season

Trade and economic conditions

Nature and amount of competition

[3]

A knowledge of the factors of distribution and sales and their methods of operation.

[4]

A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to the consumer, wholesaler, dealer, contractor, or other factor.

This knowledge covers:

Character

Influence

Circulation

Physical Requirements

Costs

Quantity

Quality

Location



ACTING on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

[5]

Formulation of a definite plan.

[6]

Execution of this plan:

[a] Writing, designing, illustrating of advertisements or other appropriate forms of the message.

[b] Contracting for the space or other means of advertising.

[c] The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.

[d] Checking and verifying of insertions, display or other means used.

[e] Auditing, billing and paying for the service, space and preparation.

[7]

Co-operation with the sales work, to insure the greatest effect from advertising.

*From the Report of the Agency Service Committee of the AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Tracy-Locke-Dawson, Incorporated, a member of the American Association of Advertising Agencies and operating in accordance with the ethics and principles endorsed by the national association, is helping Texas firms to use advertising more effectively. We will welcome a talk with executives who wish to know in detail how we work with advertisers.

TRACY - LOCKE - DAWSON, Inc.

MAJESTIC BLDG.
DALLAS

ADVERTISING

NATL. STAND. BLDG.
HOUSTON

PROOF POSITIVE THAT NOW IS THE TIME TO BUILD

Major Dallas Industries Erect Buildings During Period When Construction COSTS ARE LOW.

LONG-RANGE PLANNING by large corporations has caused them to adopt a policy of building when the business cycle indicates that the purchasing power of the dollar is highest. Five major building projects, here illustrated, were launched and completed within the past 24 months.

This is a precedent which the individual investor can take as a sure index of the condition of business... proof positive that now is the time to build. Land values have been deflated, construction costs are low, material prices are down 25%, labor is cheap, and financing is on a sound basis with ample funds available. The stage is set for a rise in values.

BUILD NOW THAT WHICH YOU CAN USE — a new home, apartment, business, office, factory, warehouse or other structure. The undersigned firms, leaders in the building professions, will help you plan, buy, and build.



Abstracts

Stewart Title Guaranty Co.
1221 Main Street — 2-8491

Architects

E. C. Smith & Sons
513 Construction Building — 2-5504

Brick and Roofing Tile

Fraser Brick Company
Central Bank Building — 2-1414

Cement

Lone Star Cement Co. Texas
1401 Santa Fe Building — 2-1486

Concrete and Building Materials

Penniman Concrete & Mat. Co.
3000 Junius Street — 3-2121

Contractors

Henger & Chambers
1600 Dallas Nat'l Bank Bldg. — 2-9126

Flowers, Decorating,

Landscaping

Lang Floral & Nursery Co.
1214 Main Street — 2-2484

Home Furnishings

Hart Furniture Company
1933 Elm Street — 7-3056

Insurance

A. C. Pendergast & Company
Agent—Travelers Insurance Co.
Republic Bank Building — 7-8261

Loans

J. W. Lindsley & Company
1209 Main Street — 2-4366

Lumber

Griffiths & Company
918 S. Lamar Street — 7-3193

Lumber

Robinson-Brewington Lbr. Co.
2021 McKinney Avenue — 2-9021

Plumbing Fixtures and Supplies

Standard Sanitary Mfg. Co.
1200 Jackson Street — 2-6466

Real Estate

J. W. Lindsley & Company
1209 Main Street — 2-4366

Structural Steel

Mosher Steel & Machinery Co.
5209 Maple Avenue — 5-2161

Title Insurance

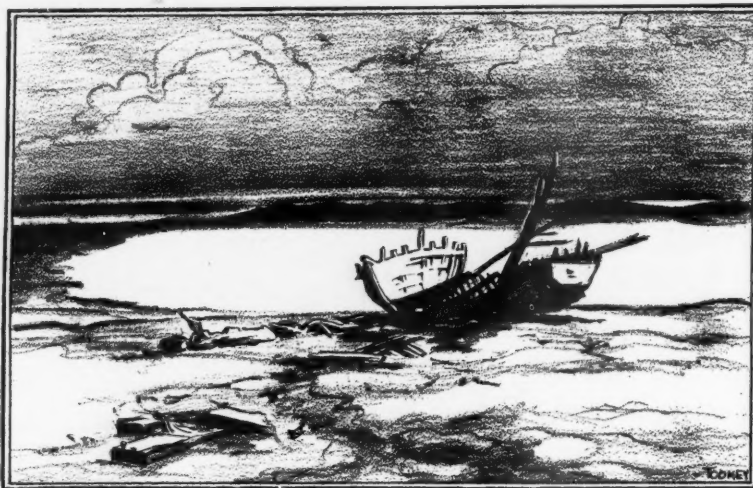
Stewart Title Guaranty Co.
1221 Main Street — 2-8491

Utilities

Dallas Power & Light Company

"BUILD WHILE CONSTRUCTION COSTS ARE LOW"

The Dead Sea's Warning



THERE ARE NO OUTLETS to the Dead Sea. It is self-contained, like a city whose newspapers are read only in the city itself. And because there are no outlets, living things quickly perish in the Dead Sea.

To live and grow and be normal requires outside contacts . . . *outlets as well as inlets*. It is the same with cities—and with men—as with seas.

The outlets for a city's thoughts, and for its accomplishments, and for a very large part of its merchandise, are its newspapers.

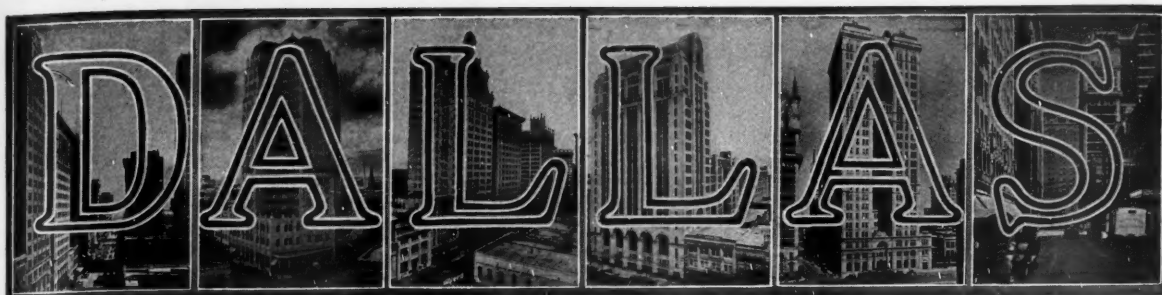
DALLAS can not live and grow on self-contained or "*in-taking*" newspapers, but our city faces no such menace. THE NEWS' circulation and

influence . . . covering not only the city, but ALL of the area that provides the natural outlets for the city's goods . . . is leading the way in keeping Dallas and its businesses growing.

Much of our business . . . most of our growth . . . comes from without. It comes because it is invited—chiefly by THE NEWS and its advertisers.

THE NEWS is read every morning in nearly every worth-while home in the city. But in addition to city coverage, this pre-eminent paper—with the *largest circulation of any morning or afternoon paper in Texas*—gives its advertisers what no other Dallas newspaper can give . . . coverage of the powerful buying population of all the rest of the Dallas retail territory.

The Dallas Morning News



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 10

NOVEMBER, 1931

Number 11

How Long?

By W. L. CLAYTON
ANDERSON-CLAYTON CO.

REMEDIES wide in range and limitless in number are being offered for the relief of cotton. Destroy part of the surplus; restrict acreage by legislation; let the government buy the surplus on condition that the farmer refrain from planting, etc., etc.

Prosperity to be restored through a sort of injunction against the fructifying processes of nature!

A world, sick unto death from an overdose of artificiality, is asked to swallow more of the same as the only means of relief.

How long will we go on with a patch here and one there trying to cure that which only a major operation can reach?

To say that our troubles are due to overproduction is too easy.

One suffering from arthritis is not benefitted by the mere knowledge of the technical name of his malady. He wants to know how to get rid of it, but first he must know what causes it.

In spite of a surplus of all commodities, producers are no longer able to effect exchanges among themselves on a fair basis. Stocks pile up and everybody cries "Overproduction"—"cut down production to fit consumption, etc."

Before condemning the farmer for producing too much and seeking means of forcing him to curtail, let us carefully examine the highways of international trade to see if the trouble may not be due to obstacles there in way of a free exchange of goods.



W. L. Clayton

Instead of serving an injunction on nature to "cease and desist" from bringing forth her bounties, is it not wiser to seek the reason for inability to keep commodities moving in the customary processes of exchange. Why should there be great unmarketable surpluses of wheat and cotton, etc., when many millions of the world's population are cold and hungry?

What are the facts surrounding the so-called overproduction of cotton?

Cotton is now selling on the farm at one-half the average price obtained by

the farmer for ten years prior to the war. Other farm products show approximately the same price comparison. Practically every product of the farm is selling far below the cost of production.

For every five bales of American cotton sold to mills in this country, six to seven bales must be sold abroad; hence the price of cotton depends more upon foreign than upon domestic buying power.

One of the consequences of the war was a quick reversal of the international financial position of the United States from that of a debtor nation to a creditor nation.

During the first decade following the war, citizens of the United States made enormous investments in foreign countries. The proceeds of these investments were for the most part, spent in the United States for raw materials, manufactured goods, machinery, etc., to repair and renew the wastage of war.

By the end of 1928, the United States was the world's greatest creditor nation and had reached a position of apparent prosperity unequalled in the history of the world.

We were lending our customers the money with which to buy our goods and then lending them more money with which to pay the interest on the loans.

We now see that our house was built on a foundation of sand.

(Continued on page 24)

Our Answer to Hard Times

Five New Skyscrapers Built in Dallas During "Year of Depression"

A PART of the answer that Dallas gave to the cry of "hard times" in 1931 is shown on the next page—five new skyscrapers.

On November 25th crowds of Dallas citizens will spend the evening going to first one and then the other—not crowds of unemployed but thankful citizens expressing their gratitude for the demonstration of faith and for the many dollars placed in the channels of trade by the builders.

The five buildings—Dallas Power and Light, Dallas Gas Company, Tower Petroleum, Y. M. C. A. and Republic Bank Annex—were all complete in the summer of 1931, a record that might be envied by many a city twice the size of Dallas. The official opening of each building will be held on the night before Thanksgiving Day, a fitting Thanksgiving eve ceremony. Entertainment in each of the buildings has been arranged and other features are being arranged.

The owners of the commercial buildings, when interviewed as to their reasons for building at this time were unanimous in their expressed beliefs that the future of Dallas is so certain that it is only logical to take advantage of the favorable prices in labor and material at this time. None of them seemed to feel that they had taken any kind of a gambling chance in building ahead of immediate needs, each feeling that it is but good business sense to provide now for the future—and not a very distant future at that.

Republic Bank Annex

The Republic Bank Annex, a twenty-two story structure adjoining the recently built Republic Bank Building is a combined bank and office building. Lower floors will be used by the Republic Na-

tional Bank for banking space adjoining the present bank.

Architects on the building were Coburn and Fowler and the Inge Construction Company, Inc., were general contractors.

Dallas Gas Building

The twelve story Dallas Gas Company building, erected by the Joplin Construction Co., to a design by Lang & Witchell, architects, is of the modern set-back construction, and is one of the most up-to-date office structures in the Southwest. It is designed to carry eleven more floors when the additional space is needed.

It is of re-inforced concrete, fire-proof construction and covers a ground space of 95 x 108 feet.

Dallas Power and Light Building

The Dallas Power and Light Building, eighteen stories high, is of welded steel frame construction, occupying a ground area of 100 x 100 feet. It is the tallest welded steel frame building in the world and follows the new type architecture designed to give American cities a distinctly national type, using the set-back construction on all four sides. Lang and Witchell were the architects, and C. L. Shaw & Company were the contractors.

Tower Petroleum Building

Built for a definite purpose the Tower Petroleum Building, erected by the firm of McNeny and McNeny, is so arranged as to afford especial facilities for those firms engaged in the oil business. It is twenty-two stories high, of fire-proof construction. It was designed by Mark Lemon, architect, and constructed by Henger & Chambers, general contractors, to combine the highest degree of utility with monumental architecture. A cooling system has been installed to keep the building cool during the summer months.

The Y.M.C.A. Building

The Young Men's Christian Association building, fifteen stories on a ground area of 133 by 122 feet, is conceded to be the largest and most complete building of its kind in the Southwest. The front fifteen stories are of reinforced concrete construction and the rear six story part of the building is of structural steel. Housed in the structure are a social club, athletic club, hotel, school, restaurant and church. Anton Korn was the architect and Nathan Wohlfeld was the general contractor.

* * *

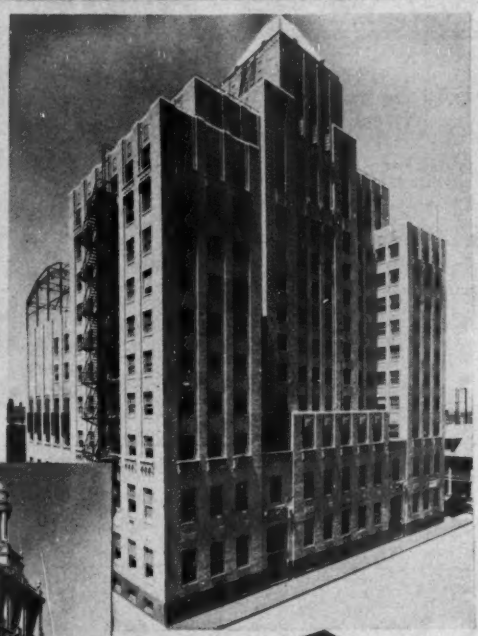
Thus Dallas moves onward undaunted by the laments of the less fortunate cities of the nation.

These four gigantic undertakings, combined with such items as the Trinity River reclamation work, street and highway construction, all have contributed in a great degree to lessening the seriousness of the unemployment situation in Dallas. And it must not be forgotten that only a few months ago there were several other new buildings added to the skyline. In the nine years that this magazine has been in existence there have been built: Baker Hotel, Adolphus Hotel Annex, Dallas National Bank, Republic Bank Building proper, Marvin Building, County Hall of Records, Stoneleigh Court, Cliff Towers, Melrose Court, Oak Cliff Medical-Dental Building, Methodist Hospital, Medical Arts Annex, Volk Bros., Titche-Goettinger, Dreyfus & Son, Texas Theatre, Municipal Auditorium, Fox-Coffee-Edge Building, Burt Building, Federal Building, Allen Building, Lone Star Gas Building, Mayfair Hotel, Cotton Exchange, Santa Fe Building, Hilton Hotel, American Exchange Annex, Scott Hotel, Telephone Building, Thomas Building, Times Herald Building, and a large number of church and residential structures.

Truly, Dallas is growing!



TOWER
PETROLEUM
BUILDING



Y.M.C.A. BUILDING



REPUBLIC
BANK ANNEX



DALLAS GAS
COMPANY



DALLAS POWER
AND LIGHT
COMPANY



FIVE NEW SKYSCRAPERS ADDED TO DALLAS' ALREADY GREAT SKYLINE

« INDUSTRIAL NEWS »

Dallas Oil Capital of the World

Dallas took a long step forward in its march to national recognition as the oil capital of the country with the announcement on October 3rd of plans for the establishment in Dallas of offices and a warehouse, made by the Oil Well Supply Company of Pittsburgh, Pa., subsidiary of the United States Steel Corporation. The five-story building at 2001 North Lamar Street has been leased and is being remodeled, for occupancy about February 1st. The Oil Well Supply Company is the largest of its kind in the world and

sells equipment and supplies wherever oil is produced.

The Parkersburg Rig & Reel Company, Parkersburg, W. Va., has also established offices in Dallas, in the Tower Petroleum Building, concentrating here offices formerly maintained in Fort Worth and Shreveport.

During the month the following concerns either moved to Dallas, established offices here or were organized by Dallas interests. Some of them are new corporations that have not yet established offices, which accounts for the fact that in some cases addresses are not given:

Ark Oil Company, incorporated by J. W. Hassell, F. J. Scurlock, and others; capital stock \$10,000.

Big Indian Utilities Corporation, 301 Burt Building. C. B. Kirley, President.

Croom & Frei, 2400 Myrtle Street (warehouse); distributors Shell motor oils

Crown Central Petroleum Corporation, Houston, has announced that G. J. Reeves has joined its sales office and will have headquarters in Dallas, address not given.

Dunbar Royalty Company, incorporated by D. L. Donohue, Henry Yeager and S. Jacobs.

Elgin Drilling Company, incorporated by A. R. Anderson, Robert Anderson and S. C. Hogg; authorized capital, \$5,000.

Eslick & Remy, 1518 Allen Building; oil drilling.

Everts Oil Corporation, 1113 Cotton Exchange Building.

Frank R. Foster, Inc., Tower Petroleum Bldg., chartered by Frank R. Foster, G. D. Foster and L. C. Webster.

Alvin Gardner, Tower Petroleum Bldg.; oil operator and President of the Texas Baseball League. Moved offices from Wichita Falls.

Goldstar Oil Company, incorporated by Joe A. Keith, Fred E. Tucker and Carl B. Callaway.

Captain A. Innes-Taylor, a member of Admiral Byrd's Expedition, has moved to Dallas and become associated in the oil business with Harold Byrd, with offices in the Athletic Club Building.

Kenwood Oil Company of Delaware, permit to do business in Texas, with D. H. Faulkner, Dallas, Agent.

Mead & Phillips Drilling Company, Tulsa, Okla., permit to do business in Texas, naming Dallas as State headquarters and F. F. Bokern, Republic Bank Building, an attorney, as State Agent.

Petroleum Engineering Service, Inc., chartered by Emil Geppelt, Jr., A. M. Peairs and R. T. Meador; capital stock \$10,000.

Red Star Oil Company, Dover, Del., a Delaware corporation, granted Texas permit, with D. M. Faulkner, Dallas, State Agent.

Rockwood Oil Company, a Delaware corporation, granted Texas permit, with D. M. Faulkner, Dallas, State Agent.

Superior Blend Petroleum Company, 3700 Elm Street; lubricating oils; Herbert Scheel, Manager.

Tar River Oil Company, chartered by E. W. Jones, A. M. Rhodes and Ed Peters; capital stock \$20,000.

Wakefield Oil Corporation, chartered by Frank Holaday, V. A. Wakefield and Wayne Bridges; capital stock \$10,000.

Joe Wilson Company, 726 Fidelity Union Building; oil producers.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1930	1931	1930	1931
January		\$207,872,872.08	\$165,527,152.37	\$249,792,000	\$195,534,000
February		177,426,932.40	147,866,128.21	210,891,000	168,140,000
March		190,336,355.97	156,580,354.47	280,475,000	166,796,000
April		173,552,526.66	156,428,337.23	237,646,000	162,304,000
May		169,373,159.89	150,859,964.72	204,548,000	158,469,000
June		161,405,438.23	149,627,488.77	192,763,000	157,345,000
July		160,236,652.31	142,160,231.66	188,529,000	154,639,000
August		155,351,696.51	126,210,371.13	190,588,000	136,404,000
September		191,975,911.32	149,416,604.30	221,860,000	165,516,000
October		197,420,183.33	170,699,694.65	245,193,000	197,691,000
November		163,408,483.33		190,377,000	
December		174,024,914.81		228,246,000	
TOTAL		\$2,122,365,126.84		\$2,641,178,000	

		BUILDING PERMITS		POSTAL RECEIPTS	
		1930	1931	1930	1931
January		\$ 535,830	\$ 551,238	\$ 329,647.47	\$ 312,893.64
February		589,012	764,300	327,262.42	279,343.16
March		795,645	546,255	327,534.36	311,220.20
April		1,034,935	540,273	334,307.28	311,408.94
May		569,997	1,327,520	322,891.54	282,304.87
June		664,975	338,500	299,792.10	184,693.45
July		1,314,702	225,630	285,853.18	270,310.07
August		941,165	293,005	291,150.22	253,691.13
September		1,920,910	368,377	335,235.91	286,253.83
October		609,942	1,276,604	365,707.14	305,428.22
November		883,827		289,019.51	
December		1,275,638		289,506.98	
TOTAL		* 19,285,559		\$3,897,908.11	

		GAS METERS		TELEPHONES	
		1930	1931	1930	1931
January		66,909	67,621	69,340	70,168
February		67,048	67,701	69,390	70,221
March		67,099	67,964	69,440	70,491
April		67,041	68,130	69,492	70,641
May		67,090	68,181	69,536	70,711
June		67,111	68,213	69,552	70,740
July		67,142	68,230	69,601	70,752
August		67,174	68,242	69,632	70,783
September		67,201	68,281	69,658	70,821
October		67,228	68,298	69,680	70,844
November		67,259		69,701	
December		67,308		69,732	

*Includes Public Utility Construction.

U. S. Highway 67

IN 1929 the Texas Highway Commission, upon application of the Highway Committee of the Dallas Chamber of Commerce, and joined by the Chambers of Commerce and Commissioners' Courts of other cities and counties on the route, recommended the extension of the designation of U. S. Highway 67 from Dallas to the Rio Grande at Presidio, 590 miles, and secured its approval by the American Association of State Highway Officials. Prior to that time U. S. Highway 67 extended from Fredericktown, Missouri, via Little Rock and Texarkana to Dallas, 479 miles, where it terminated. In 1930 the designation was extended northerly from Fredericktown, via St. Louis to Rock Island, Illinois, about 325 miles, making the total length of this highway 1589 miles from Rock Island to Presidio. Of this distance 785 miles are in Texas. A further extension to the north, via Milwaukee, to some prominent city on the Canadian border, is now under consideration by the American Association which, when approved, will give to U. S. Highway 67 international as well as national aspects.

U. S. Highway 67 runs in a north-easterly and south-westerly direction through Dallas and across Texas, almost evenly dividing the State. At the Presidio gateway and beginning at the town of Ojinaja on the west bank of the Rio Grande, it connects with the highway system of Mexico, extending westerly across the Republic of Mexico 168 miles (by railway) to Chihuahua, and thence to the Pacific Coast at Port Topolobampo, a further distance of about 352 miles. The highways in this part of Mexico are not at present in an improved condition, but the Government is beginning to realize their importance as a developing

factor, and is taking interest in their improvement to the extent that governmental aid has been assured to this end, as soon as political conditions become more stabilized.

Chihuahua is some 100 miles nearer to Dallas via Presidio than through El Paso, which makes the former route more attractive from both the trade and tourist standpoint. And when a permanent highway is completed on the Presidio route, a vast territory will be opened up which will be very attractive and valuable to the commercial and other interests of Dallas, not only in West Texas but also in Northern Mexico. A great deal of this area is now at times practically inaccessible to motor traffic on account of inferior road conditions.

Since its extension in 1929, rapid progress has been made towards the permanent improvement of U. S. Highway 67 between Dallas and Presidio. Much work is now under way and more is in prospect for the near future. Construction contracts are in progress in Comanche, Brown, Runnels, Reagan, Upton, Pecos and Presidio Counties. During the past year, 37 miles were paved and the grading and bridges completed or put under contract on 125 miles additional. Of the total of 590 miles between Dallas and Presidio, 213 miles are now paved with hard surface, 216 miles additional have grading and bridges completed ready

highway across Texas—including paving—within the next 2 or 3 years.

Between Texarkana and Presidio, U. S. Highway 67 crosses 28 counties and passes through 22 county seats, the principal of which are Mt. Pleasant, Greenville, Dallas, Cleburne, Stephenville, Brownwood, Ballinger, San Angelo, Fort Stockton, Alpine and Marfa. It traverses one of the richest and most productive agricultural sections of Texas, from Texarkana to San Angelo, and from



for paving, or are under contract, which leaves at this time 167 miles on which no permanent improvement work has

been done. However, for the greater part of this latter mileage, State and County funds have been voted or assigned for construction, the expenditure of which will insure its completion in the near future. The prospect is favorable therefore for the finishing of this entire



there to the Rio Grande, probably the greatest cattle range in the United States. The West Texas oil fields in Reagan, Upton and adjoining counties are among the most productive of the country, the wells at Texon being among the deepest in the world.

The Davis Mountain district, lying to the west of Fort Stockton, and north of Alpine and Marfa, is famous for its wonderful climate and scenic attractions. Livermore Peak, the highest point, rises to 8382 feet above the sea level. Piasano Pass, between Alpine and Marfa, is at an elevation of 5071 feet and has the distinction of being the highest point on the Southern Pacific Railway System between New Orleans and Portland, Oregon.



Dallas

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Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 10 NOVEMBER, 1931 No. 11

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Returned Goods Bureau Opened

"When out of every 100 radios that are taken out of a store, 23 are returned.

"And out of every 100 fur coats, 21 are returned.

"And more than 15 pairs of shoes.

"And almost 16 women's coats.

"And more than 18 blouses and skirts.

"And more than 19 misses' coats and suits and dresses and sports-wear.

"And so on—and so on—when so many things are just lent to lookers rather than sold to customers.

"Then it's time, as the captain said when the troops were marching over the precipice, to call a halt."

Thus Amos Parrish sums up the "Returned Goods Evil" from statistics furnished by the United States Department of Commerce and the Harvard Bureau of Business Research. The same authorities estimate a yearly volume of customer returns to department and specialty stores throughout the country amounting to \$600,000,000.

The cost of rehandling, reselling this volume of returns plus the loss of sales due to the assortment of stocks being incomplete while the goods are in the hands of the customers and the loss due to mark-downs when goods are returned in a damaged condition or after seasonal or style demand has changed make up the sum of \$120,000,000.

Dallas retail merchants have joined a nation-wide movement which includes Fort Worth, Houston, and similar cities, North, South, East, and West, "to call a halt" to the practice of returning merchandise, a privilege for which the public eventually pays.

Dallas swung into line September 28th, with a plan based on statistics which give a new angle to the facts accumulating on the problem. In analyzing merchandise return records, 100,000 charge accounts were studied with results that indicate this:

10,000 accounts show a merchandise return record of 20% or more in units of 20% or more in dollars and cents.

Inasmuch as the same account is carried by two to five concerns on

an average, these 10,000 records represent transactions made by about 5,000 charge customers.

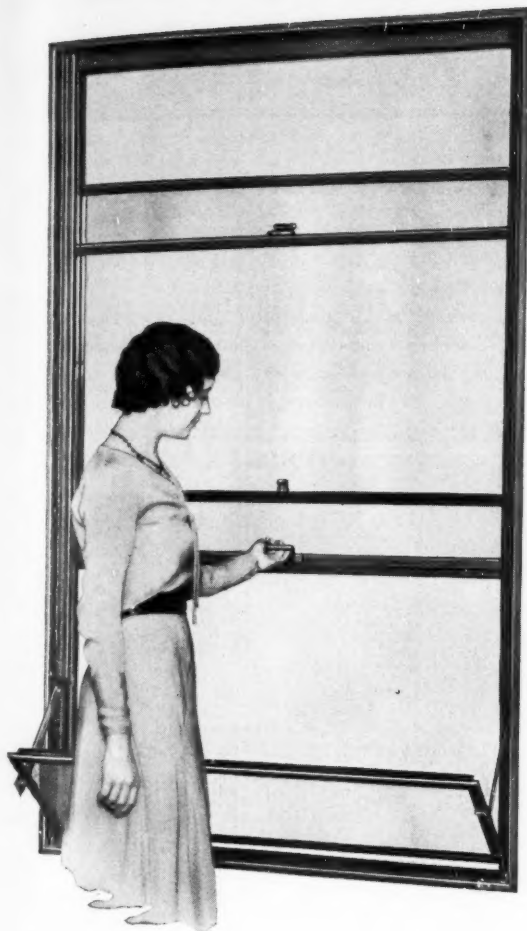
In other words approximately 10% of all charge accounts studied show excessive returns and account for more than a fair or proportionate share of the Returned Goods Evil in Dallas. While on the other hand some 90% of these charge accounts return a small percentage of purchases and are evidently served satisfactorily because of the care and conclusiveness exercised when making selections. The merchants are thereby led to conclude that only a small percentage of customers fail to be pleased entirely with their merchandise and service.

The belief of the merchants that the public in Dallas as elsewhere was in a frame of mind to cooperate in a plan which would reduce needless, profitless expenditure which necessarily has been reflected in the retail price of merchandise has been justified by the response which the Return Goods plan has met. Endorsement has been given by many individuals, leaders in business, education, and community welfare, and a hearing by women's organizations.

A syllabus of instruction on the problem of merchandise returns is being used in the training departments of the various stores, and as supplementary material in the salesmanship classes elective in the public schools. Other classes are considering the question as a phase of economics.

Practical results are in evidence after a months operation under the rules regulating returns which have been adopted by the merchants. Buyers and department heads in the stores report a decrease in returns and salespeople more careful in making sales. One store records a reduction of 25% in calls from customers for pick-up for return by the delivery service.

The attention of many merchants associations and of the National Retail Dry Goods Association which is sponsoring a national campaign is focussed on the Dallas plan. Its results are being carefully followed and its features will be emulated upon success of the effort.



IF YOU are planning a new building or if you consider making repairs on your old one, let us show you how the Travis Monarch Window can enhance the beauty and utility of your structure. . . . When you see its attractive simplicity, experience its easy and noiseless operation and note improvements not offered by the ordinary and conventional type of window, you'll sell yourself on the Travis Monarch!

The TRAVIS MONARCH WINDOW

revolutionized design

utmost utility a model of beauty

EVEN as we look, the present passes. A decade slips by and the desire for modern construction stimulates the production of better building products. . . . *Usefulness* of a window ten years ago must be supplemented today by *beauty* of design and *strength* of construction.

The Travis Monarch Window reveals a revolutionized design of enduring beauty and utility. This Window is destined to play a prominent part in architectural planning and building comfort.

The Monarch Window has an integral wind deflector — air tight weather cushions — tandem operation of sash — and shock absorbers that assure noiseless closing and operation. It is insulated to retard noises, is easily operated and is exceptionally strong, yet light in weight and simple in construction.

The Travis Monarch offers more light and 60% controllable ventilation, properly distributed, at reduced costs in manufacture, erection and maintenance. This modern window meets a popular need in building construction.

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J. P. Travis
President



CONSTRUCTION BUILDING : : : DALLAS, TEXAS



EDITORIALS



"Know Thyself"

One of the many weaknesses of human nature is the universal fault of men to see only their own personal virtues and magnify them while seeing only the vices and short-comings of others.

How beneficial it would be for us to reverse this procedure and take stock of our own weaknesses. Then would we be more likely to see the virtues of our fellowman and make allowances for his vices.

How easy it is to criticize and gossip about the other fellow, and how few of us can consistently do so by reason of our own perfection.

If we would just stand aside and watch ourselves go by, note our expression of countenance, realize our purposes and motives, we would more than likely be astounded and certainly be influenced by a more charitable feeling toward others.

*"Just stand aside and watch yourself go by;
Think of yourself as "he" instead of "I".
Note closely as in other men you note,
The bag-kneed trousers and the seedy coat.
Pick flaws, find fault, forget the man is you;
And strive to make your estimate ring true;
Confront yourself and look you in the eye—
Just stand aside and watch yourself go by."*

—STRICKLAND W. GILLILAND.

The solution to our problems today is very simple. All that is needed is for us to exercise courage, common sense and faith in our fellowman.

Around The Corner

Around the corner I have a friend,
In this great city that has no end;
Yet days go by and weeks rush on,
And before I know it a year is gone,
And I never see my old friend's face,
For life is a swift and terrible race.
He knows I like him just as well
As in the days when I rang his bell
And he rang mine. We were younger then;
And now we are busy, tired men—
Tired with trying to make a name.
"Tomorrow," I say, "I will call on Jim
Just to show that I'm thinking of him."
But tomorrow comes, and tomorrow goes—
And the distance between us grows and grows,
Around the corner!—yet miles apart . . .
"Here's a telegram, Sir"—"Jim died today."
And that's what we get . . . and deserve in the end—
Around the corner—a vanished friend!

Retain Individuality

It is a generally recognized fact that the remarkable growth, progress and development of this great country is due to the freedom of thought and encouragement given to individual initiative, courage and opportunity. All men have had an equal opportunity to accomplish something and rise in the vocation of his choosing. The door of opportunity and success has been open to all and as a result we stand at the head of the Nations of the world in financial, commercial, industrial, educational and all other economic accomplishments.

But even during this steady progress there have been those who would take away from us these things that we prize so dearly and recently these forces have been extremely active. More and more do we hear of government and public ownership, operation and regulation, and many laws are advocated, which would supposedly eliminate our temporary troubles, but which in the end would eliminate competitive opportunity which is the life of progress.

The time has come when our straight thinking citizens must awaken to the danger that faces us for when individual initiative and opportunity are taken away, ambition and hope die.

A United Dallas

"A United Dallas." These words cause a certain amount of thrill to run through every loyal and thinking citizen in this community for he or she realizes that they mean a greater and finer city.

The famous "Dallas Spirit" which has had Nation-wide publicity was and is nothing more than a united citizenship working together unselfishly and aggressively for the benefit of the whole.

It is the realization that only by sincere cooperation and united effort will we benefit the most as a community and individually.

Of course there will always be differences of opinion where intelligent men gather, but after the majority has expressed itself the minority should acquiesce and all work in harmony and understanding. This, of course, means making sacrifices by different sections and interests at different times for the good of the whole.

Recent developments indicate a growing unity of civic spirit in Dallas. From all sections the citizens are showing a desire to build a greater Dallas by concerted and united effort and it only needs for our suburbs, which are certainly already a very definite part of the city in every way except physically, to become an actual part of the city to really create a united Dallas.

Without a united Dallas our handicap is great, with it the possibilities for a prosperous growth and expansion are unlimited.

Public Laboratory for City's Spotless Heat

- Your new Gas Building is a splendid public laboratory to prove the uses and economy of the city's natural gas. Gas generates the electric power, it heats the building, it cooks, heats water, conditions the air, and runs the incinerators.



- We like to see this elevator lobby filled with members of the women's clubs and other organizations that are using our eleventh floor for a meeting place. Men's groups are likewise welcome to meet here in the auditorium (seating 300), or on the mezzanine.

Heat Exhibition Downstairs

We also invite you downstairs to the Heat Exhibition, showing the latest improvements in gas equipment from power engines to bathroom heaters.

- *This Building is Headquarters for
70,000 smokeless Chimneys
in Dallas and its suburbs*

- Great compressor stations force Dallas gas into town through SIX field lines.



Photograph
by
Margaret
Bourke-White
from
FORTUNE

The Dallas  Gas Company

Literary Production in Dallas

By ELMER SCOTT

PROF. JOHN MCGINNIS told the writer quite recently that Dallas is recognized in the great publication centers as producing more pages of manuscript per capita than any other city in the United States. It is not in the province of this article to set a value on Dallas writers, individually or collectively. From the standpoint of the typical town booster it might appear important to advertise Dallas as the birthplace of one of the world's notables in the field of letters. But the residence of a genius in the community is no more indicative of the culture of the community than is the residence of a man of great wealth indicative of widespread economic comfort. It seems apparent therefore that the large number of creative writers in Dallas is significant of the diffusion of literary talent—rather than its concentration in a very few notables. This then reveals why the culture level of Dallas may well be referred to with assurance.

For the purpose of this article, however, it places the writer in an embarrassing position. If we had no writers except a second Ibsen, or Homer, or Emerson, or Dewey—we should then only need write a panegyric of those few, and the feelings of no one else would be hurt since the rest of us would be quite content to shine in the reflected glory of the great ones. But here in Dallas there are hundreds of writers. A mere catalogue of names would fill all the allotted space. A bibliography of writings would crowd everything else including advertising out of this issue of the Dallas Magazine. Aside from the matter of quality and nobility of writing the foregoing statement would seem sufficient to assure Dallas its place in the sun—not only as literarily fertile—but as encouraging the development of all talent within its borders. But news of this sort seems to demand something more than bald statements of assumed fact. Therefore several important people associated with literary movements have been asked for citations as to "Who's

Who". Out of the array of talent thus reported, certain representative writers are presented as indicating the broad areas covered by Dallas writers. Among fiction writers we claim George Patullo, who is familiar to every reader of the *Saturday Evening Post*. Then there are Evelyn Miller Pierce, Norma Patterson, Mrs. W. A. Obenchain and Elizabeth Holloway—to mention only three others out of many. In poetry, Hilton R. Greer has not only written extensively but has published several anthologies of poetry and short stories from the Southwest. Margaret Bell Houston, Grace Noll Crowell, Jan Isbell Fortune, Whitney Montgomery, Norman Crowell, Martha Ravinia Hunter, Pauline Sloan and Clyde Walton Hill are among the numerous poets of distinction. Hubbell and Beaty's "An Introduction to Poetry" deserves mention.

In the field of Religion numerous Dallas authors could well be named. To mention only a few, there are Dr. Umphrey Lee, the late Dr. John A. Rice, Dr. Harvie Branscomb, Dr. Paul B. Kern and Dr. C. M. Bishop.

Drama has its devotees and creative writers. The technique of Little Theatre management has been the subject of books by Alex Dean and Oliver Hindsell, both of Dallas at the time of production. In play writing, Dallas has numerous authors of distinction among whom are John Williams Rogers, Mollie Moore Godbold and Kathleen Witherspoon, naming only a few whose writings have appeared in print. Mrs. Ben C. O'Neal's anthology of "Best One-Act" prize winning plays belongs to this catalogue.

The cattle trail, the cowboy and the stirring events of Texas have their historians and story tellers. John A. Lomax is an authority whose collections of cowboy songs and frontier ballads are to be treasured. Some of these have been set to music by David Guion of Dallas. John William Rogers of Dallas is co-author with J. Frank Dobie of a valuable reference book on "Finding Litera-

ture on the Texas Plains" while John Rosenfield and Jack Patton have produced "Texas History Movies" which appeared in the *Dallas News*.

Dallas authorities on science whose writings have been published include Dr. S. W. Geiser and Dr. E. W. Shuler of Southern Methodist University, and W. E. Wrather—to name only a few. Dr. S. Myres of Southern Methodist University is the author of numerous writings on government, while Dr. F. D. Smith of Southern Methodist University is author of a volume covering a period of ancient Grecian politics. Dr. J. F. Kimball's "Our City" is a text in civics. History and biography are represented by Prof. Herbert Gambrell, Dr. C. S. Potts, Prof. H. A. Trezler, and the late Dr. R. A. Hearon, while economics is dealt with by Peter Molyneaux and Prof. F. A. Bradford.

Dr. E. E. Leisy of Southern Methodist University has given a useful service to Texas in his Texas edition of "An Interpretive Survey of American Literature". Goldie Capers Smith has done a like service in her "Creative Arts of Texas", a "who's who" of Texas artists.

Travel and adventure are written out of the intimate experience of local writers, among whom are Mr. Arthur Kramer and Stella Hutcheson Dabney. Ted Dealey, Prof. John McGinnis, Violet Short, Vivian Richardson, Sam Acheson, Vaida Stewart Montgomery, Clara Hood Rugell, Olive McClintock Johnson, Kenneth Foree, Andy Somerville and Albert O'Neal are frequent contributors to numerous papers and magazines. In education Mr. W. T. Tardy has books on Spanish and Prof. Franklin Zeek of S. M. U. has edited several French texts, while Prof. Paul W. Terry is the author of two books on extra-curricular activities in the public schools. Dr. J. Q. Dealey is a nationally known authority in sociology.

For the encouragement of creative work, the Texas Poetry Society, the Dal-

(Continued on page 29)

Keeping Dallas Money at Home is Good Business



Never has it been better business to buy at home, when every laborer and merchant is crying for more work and more business. To send money away for printing or anything else you can buy here, is taking money out of your own pocket twice.

Seems a trite thing to say, and so obvious that none of us should need reminding, but we do sometimes overlook the fact that we get more than one "whack" at the money we spend at home. The money you spend with your local Printer, Engraver or Electrotyper goes into local banks, is loaned back for expansion, goes into local payrolls, taxes and purchasing power for merchandise, insurance policies or whatever you have to sell.

Anything you have to sell can be better sold with good printing. Call on one of these experienced master craftsmen to help you work out a selling plan.

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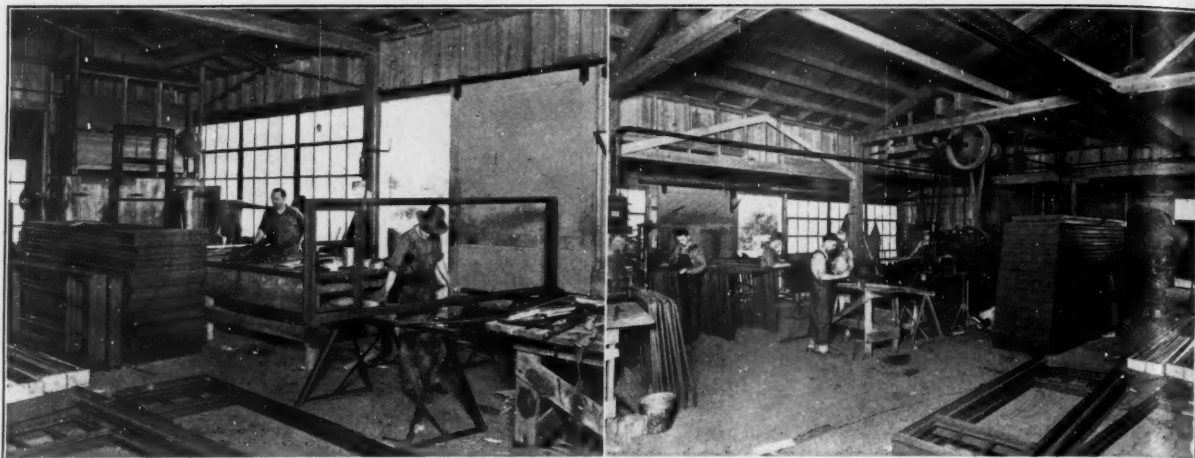
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BUILDING STEEL WINDOWS IN DALLAS

The First Organization in the Southwest to Manufacture This Type of Window

IN ANNOUNCING that the Universal Building Products Company now are manufacturing the Travis Monarch Window in Dallas, J. P. Travis, President of the firm, declared that methods and machinery—not geography—are the prime factors in window manufacturing and that there is no logical reason why windows should not be fabricated in Texas as well as in Pennsylvania and New York.

The Dallas plant of Universal Building Products Company at present is manufacturing 128 of their double hung Monarch windows for the Haskell County Courthouse at Haskell, Texas. These windows are the first ever manufactured in the Southwest for a monumental type of building. In giving this contract to Universal the officials of Haskell County have declared their belief in "What Texas makes makes Texas."

The Monarch contains the most unusual window developments made in years. Its design is an abrupt departure from that of the ordinary and conventional type of window. Features have been incorporated which eliminate rattling, warping, sticking and binding and other characteristics assure an air-tight window, proper air circulation and 25% more controllable ventilation, obtainable with an adjustable and integral wind deflector. The simplified construction and the consequent economies in production have resulted in an attractive first cost and lowered maintenance expense.

A number of architects, building managers and owners assisted Mr. Travis in his efforts to produce a window design which met the popular need of present-day construction. Mr. A. C. McNabb,

prominent manager of the Magnolia Building in Dallas and a man who is fully cognizant of the importance of windows, comments and endorses the Monarch Window in this manner: "Insuring a building of perfect ventilation is as essential as installing radiators and electric lights. It is most important that any room, whether it be in a school, courthouse or other structure, be assured of a window that offers a fresh air intake and a foul air exhaust. I recognize in the Travis Monarch a most significant advantage which creates proper air circulation, so necessary and pleasing to the occupants of any building."

The Universal Building Products Company is a concern that was organized in 1925, and in six years their annual volume of business has grown to be comparable with that of any similar company in the South. The founder and President of the firm, J. P. Travis, has been in the window business for twelve years; C. H. Harrison, Vice-President, for twenty years has followed this line of work, being connected with some of the largest window manufacturers in the country; and R. K. McLaury, Secretary-Treasurer, has fifteen years experience in the construction industry back of him.



Shaw on Russia

George Bernard Shaw's lyric account of the Utopia he found in Russia during his recent exhaustive investigation of that country (in which he must have spent a week, during which time Stalin told him all he wanted him to know) is notable chiefly for its entertaining quality, one in which so many of the accounts of the land of the soviets are lacking.

Mr. Shaw was entranced with everything in Russia, including the delightful manner in which the Russians abruptly expunge those with whom they disagree or whom they happen to dislike for one reason or another.

There is no red tape, no bother with a trial—"no visible jury to intimidate, no visible patrolman to corrupt, no visible magistrate or judge with an interest in your booty—" everything done with neatness and dispatch. There is simply an evanishment—"your relatives will miss you and you will not turn up again." This soviet characteristic has been spoken of by other writers, but never before so glowingly praised.

With refreshing candor Mr. Shaw admits that the sole assurance anyone in Russia has that he will not be "bumped off" (the expression is Shaw's) by this invisible power and out of pure malice is that it is to the interest of the secret tribunal "to keep you alive and at work and at large so long as you are of any use to your fellow-creatures!" What happens to anyone, however useful, who happens to incur the ill will of the tribunal for political or personal reasons may, under such a system, be imagined.

If the soviet system obtained in England, to which Mr. Shaw hastily returned after his visit to his friend Stalin, and where he is so anxious to have it established, some of Mr. Shaw's friends by now would be wondering what had become of him. The frank criticism of the world about him, for which Mr. Shaw gets no little coin of the realm, if uttered in Moscow about anything pertaining to the soviet regime, would earn him a quick and a nameless grave.

There are other little points about Russia in which Mr. Shaw coincides with other writers. For example, he says: "In Russia there is no unemployment; the people are healthy and carefree and full of hope, going a bit short and working a bit hard, but confident that all the benefit of their work will go to themselves." "Going a bit short and working a bit hard" are the Shavian equivalents of the starvation, misery and slavery which other writers have depicted. It may be recalled that there was no unemployment of Negroes under Negro slavery, either. And signs on a few Los

(Continued on page 21)

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McKINNEY AT FAIRMOUNT : : DALLAS, TEXAS

Grand Opera Season

Manhattan Group of Artists to Be Presented Here

FOR one week, beginning December 3rd, Dallas is to have Grand Opera. While this company is not The Metropolitan or the Chicago Civic Grand Opera Company it is without exception the best company of Grand Opera Talent that has ever been assembled anywhere at popular prices.

And Dallas is only getting a week's presentation because it is enroute to Venezuela, Havana and Peru for a stay of one month in each place.

It is true that many people might think that a Grand Opera Company playing at the popular prices of 50c, \$1.00, \$1.50 and \$2.00 a seat would not be worthwhile going to see. But when one remembers that Maestro Salmaggi presents this same opera company to New Yorkers at the Polo Fields in the month of August, when the feeling for seeing Grand Opera is at its lowest ebb, to approximately 20,000 people at one performance, and that all three of the performances are usually as large or larger there must be something besides glory in his presentation. (This record, too, is his for the past eleven years.)

The reason is simple. The Manhattan Opera Stars, Inc., presents the best singers in America, outside those presented in the Metropolitan and Chicago Civic Opera performances. And who knows, a voice you hear here in December may perhaps be chosen for a featured role in either company next season. It has been done many times before.

Unknown voices have to be heard, and surely not all the talent in the world is cupped up in the two Grand Opera Companies mentioned.

Because the Latins and the Continentals are not as prejudiced as we are about new talent, young singers usually begin their careers abroad. It is a well known fact that once they are accepted abroad they are welcomed in America.

Thus the Manhattan Opera Stars, Inc., company appearing in Dallas December 3rd, 4th, 5th and 6th (matinees 5th and 6th) at Fair Park Auditorium offers such talent as: Lola Monti Gorsey, Maria

Ueneziani, Amelia Roselle, Sopranos; Luisa Gaselotti, Mezzo-Soprano; May Barron, Contralto; Pasquale Ferrara, Fernando Bertini, Tenors; Mario Valle, Edouardo Albano, Guiseppi Interrante, Pasquale Amato, Baritones; Nino Ruisi and Luigi Dellemolle, Bassos; Mr. Salmaggi and Fulgenzio Guerrieri, Conductors.

Italian Operas: December 3rd, "Il Trovatore"; December 4th, "La Forza del Destino"; December 5th, Matinee, "La Boheme"; December 5th, Night, "Rigoletto"; December 6th, Matinee, "I Pagliacci" and "Cavalleria Rusticana."

John Rosenfield, dramatic critic of the *Dallas News*, has this to say of the Manhattan Opera Stars Company, Inc., which Maestro Salmaggi is bringing intact to Dallas with the same chorus and ballet and orchestra that has delighted New York audiences for the past eleven seasons. John Rosenfield says in the *Dallas News*:

The roster of Alfredo Salmaggi's Manhattan Opera Company is not entirely composed of unknowns as the impresario promised. This was a sort of left-handed assurance on his part which did credit to his truthfulness. He pledged to local opera committee and Harriet Bacon MacDonald that his company would be made up of able artists, widely known in Italy, South America and elsewhere, but barely known in America.

Yet he signed up Pasquale Amato, about as big a name as there was until two or three seasons ago. Emerging from retirement recently, Amato recaptured much of his former prestige. The Metropolitan Opera baritone will be heard here as Marcello in "La Boheme" and Tonio in "I Pagliacci." Another prominent name Mr. Salmaggi sprang last week was that of Dreda Aves, the Texas prima donna, and, like Amato, a former member of New York's Metropolitan Opera. Miss Aves is now a mezzo-soprano and will be heard on the opening night of the season in "Il Trovatore".

Mr. Salmaggi's Manhattan Opera Company, enroute from Philadelphia to

Havana, will give a season here December 3rd to 6th, inclusive, presenting "Il Trovatore", "La Forza del Destino", "La Boheme", "Rigoletto", "Cavalleria Rusticana" and "I Pagliacci" at the State Fair Auditorium.

A singer who comes within Mr. Salmaggi's description of "unknown" is his dramatic soprano, Lola Monti-Gorsey, who, the manager says, is the toast of Mexico City. Mme. Monti-Gorsey is a sister of the renowned Bella Gorsey, once a European soprano and now a teacher. The younger Lola was a musical prodigy around her native city, Odessa, and graduated from the Imperial Conservatory at the age of 14 years as a master of arts in piano and composition. She had made her debut as a concert pianist at the vernal age of 8 years and by the time of her graduation she had composed several albums of piano, violin, chorus and vocal pieces. She was also her own poet.

And then somebody discovered her voice and she went back to the conservatory for two years' coaching and, at the age of 17 years, she was accepted by the Odessa Municipal Opera. Most of her operatic career has taken place in Italy and Russia, although she was featured prominently in the casts of the Ravinia Park Company of Chicago in 1929.

Mr. Salmaggi also draws attention to his coloratura soprano, Leta May, an American girl whose clear quality and prodigious range has drawn enthusiastic comment from the first line musical reviewers in New York. Her New York appearances have been limited to concert work.

The dramatic tenor of Mr. Salmaggi's organization is Pasquale Ferrara, who has sung in America but one season. He is a young artist with a high reputation in several leading Italian opera houses.

Another baritone is Edouardo Albano from the San Carlo Opera House of Naples. In Italy he is regarded as "Titta Ruffo's successor" because of the extensive range and clarion power of the voice.

(Continued from page 19)

Angeles windows, half-way around the earth from Moscow, contain appeals for food to be sent to the Russian people—"the only way you can help your friends there," the signs say, in corroboration of Shaw's admission that the people are "going a bit short." Mr. Shaw fails to mention that this country in which people are "going a bit short" recently exported enough wheat to demoralize the world market.

After reading Shaw's remarks, it is difficult to believe Winston Churchill's recent charge that Shaw desires to be taken seriously. The Churchill-Shaw debate which preceded the writing of this article was a brilliant and sparkling exchange of personalities, which added little. In that debate Churchill made a number of observations about Russia which Shaw called "sound and fury, signifying nothing." These airily waved-aside assertions were that soviet Russia is a despotism, in which the people are ruled by terror, fanaticism and secret police; that the Russian people are disciplined like a conscripted army; that no Russian may quit the country without permission, under the severest penalties; that the wives and children of diplomats and agents sent abroad on missions are held as hostages to guarantee their return; that the misery and squalor of the people are the worst on the face of the globe; that Stalin is trying to overturn existing civilization by stealth, and, where he dares, by force: and that vast numbers are punished for mere opinion by banishment to the vicinity of the Arctic Circle.

Nearly every word of these assertions may be confirmed from Shaw's own article, by a mere deflation of the exuberant phraseology.

All in all, Mr. Shaw has made a stronger case against the soviet paradise he so admires than has almost any of its outspoken opponents.

—Editorial in Los Angeles Times.

Restland Memorial Park Gets Honor

The Restland Memorial Park at Dallas won national recognition in a recent issue of the "American Landscape Architect" widely circulated magazine. An article, written by Lee M. Jenney, landscape architect, and profusely illustrated with scenes from the park, praised highly the landscape plan and the natural setting of the Dallas cemetery. The article urges other Southern cities to follow the Dallas example and take advantage of the mild, temperate climate, to develop parks where beauty will linger through the winter months.

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New Branches

Dallas continues to attract the attention of executives of national concerns, as the logical point in the Southwest at which to establish sales, distributing or manufacturing facilities to serve Texas and adjacent States. Large concerns, recently establishing facilities here, and not previously announced, are as follows:

American Hat Company, Norwalk, Conn., appointed S. C. Davis of Dallas as Southwestern sales representative.

Amerlux Steel Products Company, New York, representation by H. E. Smith, 604 North Texas Building.

Brandimist, Inc., Atlanta, Ga., beverage manufacturers, appointed Cliff Kinnett of Dallas as Southwestern zone manager. Mr. Kinnett makes his headquarters at the Mayfair Hotel.

Coca Cola Bottling Company, Chattanooga, Tenn., established office at 1717 Republic Bank Building, N. C. Neil, manager.

Defiance Spark Plugs, Inc., Toledo, Ohio, granted permit to do business in Texas; A. M. Dever, 706 Winstron Street, State agent.

Dodge Textile Company, Inc., Providence, R. I., manufacturers of aprons and dresses, appointed Clancey Sales Organization, 419 South St. Paul Street, sales representatives for the Southwest. The company will carry stocks in Dallas.

Ex-Cel-Cis Cosmetics Company, Denver, Colo., manufacturers of toilet goods, established office 209 Southwestern Life Building.

G. & G. Atlas Systems, Inc., New York, pneumatic tube apparatus, sales office, Mercantile Building, Jack Ruane, manager.

Independence Indemnity Company, Philadelphia, transferred W. Altmansberger, of the Engineering Department, from New Orleans to Dallas on account of increase in business from this district.

Koss Construction Company, Des Moines, Iowa, general contractors, established office 504 Republic Bank Building, Richard B. Koss, Dallas manager.

The Lilley Company, Columbus, Ohio, manufacturers of luggage, leather goods, lodge supplies, etc., established sales room and office at 1207 Commerce St.; George W. Bickham, manager.

Louisville Textiles, Inc., Louisville, Ky., upholstery fabrics; C. O. Bunch, 411 North Ervay Street, sales representative.

L. Mundet & Son, Inc., Brooklyn, N. Y., cork products, bottle caps, etc., sales office Wilson Building; W. R. Rochow, manager.

National Carbon Company, Inc., New York, N. Y., established Southwestern division headquarters at 2626 Commerce Street, with affiliating interests of the company, transferring L. K. Lowe from Kansas City as manager.

Roadway Express, Inc., Akron, Ohio, motor freight line, established offices 900 South Peak Street, which will supervise the Dallas, St. Louis and Chicago business of the company.

Ruberoid Company, New York, N. Y., manufacturers of roofing, etc., named R. B. Hall & Company, Magnolia Building, Southwestern sales representatives.

Safeway Stores Company, Oakland, Calif., operating the Piggly Wiggly Stores in this section, announced the creation of a Southwestern regional headquarters office to serve Texas, Oklahoma and Arkansas, with F. O. Burns, formerly

Industrial Summary for October

	October	Comparison With Last Year	
	1931	10 Months	10 Months
	1931	1931	1930
Manufacturing	3	64	74
Wholesale	20	190	178
Retail	31	224	179
*Oil Companies organized locally or moving here	22	156	—
Miscellaneous	21	242	229
TOTALS	97	876	660
Branches of Sectional or National Concerns	21	199	213

*Included in Miscellaneous in 1930.



Leases

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DALLAS

of Los Angeles, in charge of the new division as president of Safeway Stores of Texas. The Southwest has in the past been under the Kansas City office, but the new regional office here is of equal rank with the Kansas City regional office.

Standard Paper Manufacturing Company, Richmond, Va., has placed warehouse stocks in Dallas to give quick service to the Southwest. H. S. Heston, P. O. Box 1914, is district manager.

Roger Stearns Manufacturing Company, Denver, Colo., has been granted a permit to do business in Texas, naming Dallas as State headquarters and John N. Touchstone, attorney, in the Magnolia Building, as Texas agent. The company has made no further announcement of its plans for active operation in the State.

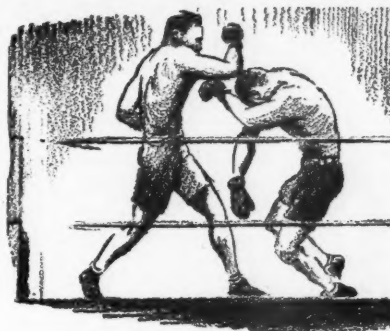
Viking Separator Corporation, New York, has qualified to do business in Texas, naming Dallas as State headquarters and F. F. Bokern and M. L. Rolfe, Republic Bank Building, as agents for Texas. This company likewise has made no announcement of its plans.

A. Weiskittel & Son Co., Baltimore, Md., cast iron soil pipe, fittings, and bathroom supplies, has placed public warehouse stocks in Dallas as a means of giving quick service on its business in the Southwest.

New Members

The following new members have been added to the roster of the Dallas Chamber of Commerce:

The Allan Studio of Music.
Sidney F. Green & Co., fire insurance.
George J. Greer, oil.
Morgan & Holden, accountants and auditors.
Republic Life Insurance Company.
Redimat Advertising Studio.
Roadway Express, Inc.
Wilson S. Mickey, landscape architect.
Buccaneer Oil Company.
Texas Insurance Agency.
Southwestern School of Fine Arts.
Texas Commercial News.
S. Y. Matthews & Son, life insurance.
Groom & Frei, petroleum products.
First National Life Company.
Mountain Shores, real estate.
Cooperative Auto Men's Association.
Bibb Construction Company, pipe line contracting.
Eatwell Coffee Shop.
Southern School of Interior Decorating.
Inter City Forwarding Company.
Pinkerton's National Detective Agency, Inc.



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PRICE SCHEDULE

Typical single suites (reception room and large private office), \$52.50 to \$57.50 per month.

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Twenty-three Years

**AUDITS . . . SYSTEMS
TAX SERVICE**

Santa Fe Building Dallas, Texas

How Long?

(Continued from page 7)

Obviously a halt had to come to this process.

When it came in 1928-29, the highly artificial foundation on which our exports had been built, crumbled with the stock market.

It took England centuries to win the position of chief banker to the world.

Along with the laborious process incident thereto, she also gained an understanding of the significance of her position and the ability to carry its vast responsibilities.

The displacement of England by the United States as the world's chief banker came almost overnight through a quick turn of the wheel of fortune. But those culture processes represented by experience, understanding and the ability to accept heavy responsibilities do not lie on any wheel of fortune.

It can hardly be questioned that an examination of our stewardship as chief banker to the world for the past ten years will convict us of gross and stupid incompetence.

We should have recognized that our new responsibilities placed us in the position of requiring payment from the rest of the world, not only for the goods which we were still expecting them to buy from us—cotton, wheat, automobiles, radios, etc., etc., but in addition that we should have to receive heavy payment (annual) as interest and amortization on the vast sums of money which we have loaned abroad. We should have known that these payments could only be made in goods; that any requirement of payment in gold if persisted in would undoubtedly crack the economic foundations of the world.

Heedless of the insistent warnings of international bankers and economists, we proceeded to raise our tariff barriers to a higher level than ever before. We practically put the rest of the world on notice that they need not expect to sell us any commodity which we could manufacture or grow in the United States; that they must pay their debts to us in gold and pay for our cotton, wheat, etc., in gold.

The debts due us by foreign countries had their origin not in the loan of gold but in the loan of goods, the value of which was expressed in gold when gold's purchasing power was very low. Now we decline to accept payment in goods even though due to a great increase in the value of gold, we can get three or four times the weight of goods that we loaned.

Thus, the war debts and the protective tariff have operated to siphon into the

United States over one-half of all the monetary gold in the world; 40 per cent of the remaining supply is held by France, hence these two countries, with about 12 per cent of the population of the world, now hold approximately 70 per cent of the world stock of monetary gold.

As one economist has aptly put it, the United States and France are running a gigantic corner on gold.

While the corner is in process, the price of gold rises and rises, which is another way of saying the price of everything else, expressed in gold, goes down and down. This is one reason why cotton sells on the farm at five cents a pound and wheat at twenty-five cents a bushel.

Two years ago, when the cornering process had just commenced to tighten the screws on its victims, five pounds of cotton or three-fourths of a bushel of wheat on the farm would buy a dollar in gold. Today on the farm it takes twenty pounds of cotton or four bushels of wheat to buy a dollar in gold.

The larger our pile of gold grows, the scarcer it becomes in other countries of the world and the greater the difficulty experienced by our foreign customers to pay the interest on their debts, and to buy our products like wheat and cotton and copper. Like King Midas, everything we touch turns to gold.

Fortunately, there is a safety valve, otherwise the top of the world would be blown off under the pressure. The first operation of the safety valve came with England's announcement that she could no longer pay in gold. Other distressed countries will almost certainly follow suit.

One of the "shorts" has thus announced to the world its inability to make further deliveries of the cornered article. With pressure released, the price of gold ceases to rise and the price of commodities remains steady or advances.

England is to be commended for taking this courageous step. It is a constructive development, not only for England but for the whole world.

History will also convict us of another stupid thing. Not content with arranging matters so that our debtors and our customers would have to pay in gold, we thought of another cunning device by

which (as we believed) the amount of gold which they would have to send us in exchange for our commodities would be greatly increased. It was so easy! So we drank deep of the poisonous nostrum of government stabilization of commodity prices.

Not content with cornering gold, we would also corner wheat and cotton! Why not? Were we not the richest nation in the world? If \$500,000,000 were not enough to do it, wouldn't Congress give the all powerful Farm Board another \$500,000,000 and another and another? Of course they would. We had their (F. B.) word for it. So our Uncle Sam started in just before planting time in 1930 when the farmer had sold 95 per cent of his previous crop and proceeded to corner May and July Cotton. There was no reason for doing so, because the farmer had practically no cotton left for sale! on the contrary there were weighty reasons against it, as, for instance, the serious effect which such artificial action would have on the consumption of our cotton as well as the importance of avoiding any move which would give the farmer false hopes as to prices for the next crop, thus preventing a natural reduction in acreage so much to be desired. But what has reason to do with \$500,000,000 appropriated by Congress to "stabilize" the prices of commodities and to "minimize speculation".

So away we went. And how Uncle Sam did make the shorts dance. They were wicked fellows who had the audacity to buy the farmers cotton at a time when no mill wanted it and to hedge it by the sale of futures so that they would be in position to borrow from banks without jeopardizing the money entrusted to the banks by their depositors! Uncle Sam actually made some of them bring their cotton back from foreign lands where it had been shipped in the hope of finding a buyer. We would show them what the United States government could do with the price of cotton.

What was the result? The story is too long to tell here in its entirety; in good time it will all come out, but this is open to anyone to see; cotton acreage in 1930 was reduced only 4 per cent whereas if the market had been left to itself, we would have had a much heavier reduction. Consumption of American



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cotton in the season of 1929-30 declined 2,200,000 bales, whereas consumption of foreign grown cotton increased 1,100,000 bales. In the following season 1930-31, consumption of American cotton declined another 2,000,000 bales, whereas consumption of foreign grown cotton remained stationary. During the past season, for the first time since the invention of the cotton gin (except for the civil war period), the consumption of foreign grown cotton has exceeded that of American cotton and by the substantial total of 566,000 bales, (11,134,000 American vs. 11,700,000 foreign) and in spite of the depression, the consumption of foreign cotton (11,700,000 bales) was the highest figure ever known. In 1926-27 consumption of American exceeded that of foreign grown cotton by 6,000,000 bales; 1927-28 by 5,700,000 bales; 1928-29 by 4,600,000 bales.

There is now held by or under the control of the Federal Farm Board a market interest in excess of 3,000,000 bales of cotton. Every cotton mill, every cotton speculator, every large distributor of cotton goods, every cotton merchant in the whole world knows of this huge stock of cotton held under government control and they are all asking themselves the question: "When will it be sold?" Someone has said "when the government goes into business, the wise man goes out". Our government invaded the cotton business only to find that the enemy—the wicked cotton speculator—had evacuated, leaving the government to hold the position in undisputed ruin. One of the stated objects of the Federal Agricultural Marketing Act was to "minimize speculation". In this it has succeeded far beyond the dreams of its authors. It has destroyed speculation.

This is another reason why cotton sells at five cents per pound on the farm.

The Federal Agricultural Marketing Act, conceived in deceit, and administered in ignorance (destroy every third row; corner May, July, etc., etc.) lives as a towering monument to our economic folly.

The losses to farmers, to merchants, to mills and to taxpayers in this grandiose scheme to set aside natural law will never be fully known, but it is a staggering total.

And then there's the question of union wages which the government has at-

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tempted to hold at the inflated levels established during and after the war, whereas the cotton farmer and wheat farmer (agricultural laborers) have had their wages cut to one-fourth of such levels. How can the agricultural laborer go on buying the products of industrial labor on any such inequitable basis? Factories will continue to close, railroads will continue to lay off men until this condition is changed.

Most thoughtful men will agree that labor should and will in future receive a larger share of each dollar of production than in the past, but quite apart from the question of equity, it is impossible for the agricultural population, with its income cut 75% in the past three years, to go on supporting the urban population at the old rates of paying just as if nothing had happened.

How long will we go on depending on artificiality? How long will it take us to recognize the wisdom of Macauley, the great historian of a hundred years ago who is so widely quoted today:

"It is not by the intermeddling of the omniscient and omnipotent state, but by the prudence and energy of the people, that England has hitherto been carried forward in civilization; and it is to the same prudence and the same energy that we now look with comfort and good hope . . ."

Our rulers will best promote the improvement of the people by strictly confining themselves to their own legitimate duties, by leaving capital to find its most lucrative course, commodities their fair price, industry and intelligence their natural reward, idleness and folly their natural punishment—by maintaining peace, by defending property, by diminishing the price of law, and by observing strict economy in every department of the state.

Let the government do this—the people will assuredly do the rest.

How long will it take our government to rise to its responsibilities and call an international conference to substantially reduce war debts and tariffs, and thereby cut the Gordian Knot which now binds the nations of the earth in economic helplessness?

What are we waiting for?

Will we act in time?

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SOUTHERN ICE & UTILITIES CO.
CHAS. A. MANGOLD INTERESTS

THE chief problem in the reduction of the nation's fire waste is not one of improved means of extinguishment it would seem, but rather one of prevention. It is axiomatic that the only fire which does no damage is the one which never starts. Though great progress has been made in the field of fire fighting, it is apparent that each fire is attended by a certain amount of waste. Each fire, even in its most incipient stage, is the first and most essential step towards a general conflagration. The prevention of fires is now very generally recognized as a function of the fire department. All those departments able to do so have assigned men to inspection service. These firemen attempt to eliminate dangerous hazards before they result in fires. It is also their task to educate the public in the

principles of fire prevention. It has been estimated that 85% of all fires are due to preventable causes and this fact alone illustrates the reasonableness of the fire department's efforts to reduce fire losses by eliminating preventable fires. Carelessness and ignorance are said to be responsible for the great majority of fires.

Rescue work is a function of the fire department and many have formed squads to specialize in this work. However, thousands have been killed and injured by fires that could have been prevented. Rescue squads are virtually powerless to help them whereas proper knowledge of the consequence of unsafe practices would have prevented both the fires and the resultant deaths and injuries.

*Every Fire Involves a Risk of Life
Property Burned Is Lost Forever*

Literary Production

(Continued from page 16)

las Writers Club and two organizations of Pen Women render useful services in their different fields.

A very important aspect of the atmosphere surrounding Dallas writers is the fact of sympathetic local press. The *Southwest Review* contributes valuably as a channel through which the culture of the Southwest is given expression. The *Southwest Press* is fast extending its facilities for the printing of important local writings. The publication of J. Frank Dobie's "Coronado's Children" one of the Literary Guild's "books of the month" for 1931 with the *Southwest Press* imprint well indicates widened influence. The *Texas Weekly*, the *Kaleidoscope* and *Hollands Magazine* as well as the local newspapers open their columns generously to Dallas writers. It is also worthy of note that the *Dallas News and Journal* and the *Dallas Times Herald* give more space to book reviews than will be found in any other local press except in certain metropolitan dailies.

The Civic Federation of Dallas fosters original work both in Prose Writing and in Play Making. The former is directed by Professor Henry Nash Smith of Southern Methodist University and the latter by Mr. Louis J. Hexter. Both are planned on the principle of learning by doing.

After all, this article can be nothing more than a thumb-nail sketch. Scores of important writers have not been named. There are numerous organized and collective groups other than those mentioned. But what we have recited is ample evidence that Dallas has both warmth and fertility, that culture has a chance to express itself here and that a single or a few flaming geniuses have not eclipsed the many.

...

A Correction

Through a typographical error the much commented on article entitled "The Business Side of Education" in the October issue of DALLAS was attributed to Z. M. Hayes instead of William Z. Hayes. The magazine has received many complimentary remarks because of this unusual article and though Mr. Hayes has not mentioned the incorrect "by-line" the editor feels it is only just that the credit for the article be given to Mr. William Z. Hayes, a recognized authority on the subject discussed.

Spann Sanitarium Developed Rapidly

Another Dallas institution that is finding a Southwest-wide acceptance of its services is the Spann Sanitarium, according to Dr. R. J. Spann, originator of the sanitarium, and the guiding spirit who has developed it from an idea to one of the widest known institutions of its kind in the South.

Located on one of the most beautiful streets of East Dallas the sanitarium gives to its patients that atmosphere of quiet and friendliness that plays an important part in the treatments given.

The latest electrical equipment known to medical science have been installed at the sanitarium as soon as their effectiveness has been proven. They are operated by a corps of skilled scientists assisted by trained nurses.

Practically every human ill can be treated at the sanitarium, in the light of the latest available information and equipment.

Asked for the fundamental reason back of the rapid development of the institution Dr. Spann said: "A complete understanding of the needs of the people of this section of the country, combined with a willingness to spare no expense in equipping the sanitarium with the modern appliances necessary for their most effective treatment."

...

December Conventions

The following conventions have been scheduled for December:

December 3:

Manhattan Opera Company.

December 10:

Southwestern Life Insurance Co., sales conference.

December 12:

Southwest Conference.

Lone Star Conference.

Texas Intercollegiate Athletic Association.

Texas Conference.

North Texas Music Conference (Negro).

December 15:

State Baptist Executive Board.

North Texas Medical Association.

December 27:

Texas Association, Teachers of Dancing.

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▼▼▼

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Corner North St. Paul
and San Jacinto Streets

TELEPHONE 7-8351



A BIRD'S-EYE VIEW

OF A LARGE TEXAS PLANT

» Drawn and Engraved by «
HARPER STANDARD ENGRAVING CO.

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Our Artists make wash and line drawings of all kinds, including color designs. Let us make a drawing of your plant or your building

<p>Let Our Cuts Tell YOUR STORY</p>	<p>Harper Standard Engraving Co. JACK HARPER, Manager <i>Artists and Engravers</i> 1611-15 ROYAL ST. • P.O. BOX 1016 • DALLAS, TEX.</p>	<p>OUR SLOGAN <i>More than Satisfaction</i></p>
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When in Doubt—Decide Electrically

This is the Kilowatt Age

TODAY'S commonplace uses of electricity prove that the optimistic estimates made twenty years ago of the future value of electricity to you were underestimates. And any reasonable prediction today concerning the part that electricity will play in your life in 1950 is likely to be an underestimate. Each decade has seen marvelous advances made in the known uses of electric service and amazing revelations made in applying electric power to new, current problems. Tomorrow is bound to multiply the uses, advantages, values and economies of electric service to a degree far beyond today's conception.

Electrically made and controlled weather in your theatre today will be in your home tomorrow. Electrical destruction of the causes of disease will leave the experimental laboratory and find its way to you. There will be electrical means of better transportation, communication, education, production; and physical transformations and chemical combinations undreamed of today will occur.

Your home will be transformed beyond your present wildest imaginings. This amazing transformation will be accomplished without mystery or magic through the further scientific application of the power

of electricity. This flood of clean, cheap, vital power will add even more to the joy of living, increase your comforts, multiply your conveniences. It will help you raise happy, healthy children, sound in mind and

body. It will protect you and yours from the elements, from disease, and from drudgery. Tasks will become fewer, easier, and more pleasant. You will have more time for rest, recreation, education and companionship.

And, as each year you enjoy this fuller living, you will accept it as commonplace because its development will be so gradual and inevitable that you will probably not be conscious of the transformation, just as now you are not conscious of the liberations that electric power has brought in the last twenty years. This is typical of electric service—it is an unobtrusive servant, reliable, impartial, cheap—ready to fill your

needs instantly at all times, satisfying them quietly and efficiently.

So Americans who build home, factory, church, store or office may well build for an electrical future; for America is already irrevocably introduced into the electrical era—the age of invisible, silent transmission of boundless energy for accomplishing practically every human service most effectively and economically.

Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

Phone 2-9321

DECIDE ELECTRICALLY

Separate Departments under competent engineers specialize in INDUSTRIAL, COMMERCIAL and RESIDENTIAL problems embracing every use of electricity. Phone 2-9321 and ask for the desired department.

Dallas Power & Light Company

A VIEW OF THE FOYER AND MAIN OFFICES OF THE DALLAS GAS COMPANY



Building Buildings That Build

When business men come to Dallas to determine whether they consider it a place to locate an office or factory their opinions of our city are largely influenced by the appearance of progress.

A city must grow in such a manner as to truly present the ideas and ideals of a forward looking citizenship.

The Dallas Gas Company's new building truly reflects the spirit of Dallas and will, by

its very appearance, be a big asset in moulding the opinions of executives of potential new industries.

Building Buildings that Build for the future is an asset that cannot be computed in dollars.

The Dorsey Company is very happy to have a part in the equipping of this building that rears its head among the towers of business upon the smokeless skyline of Dallas.

THE DORSEY COMPANY

Manufacturing Stationers, Printers, Lithographers, Office Outfitters

Commerce . . . to Jackson . . . at Poydras

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